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Hands-on design creativity at the service of history and the future

Eataly is today one of the world's most important institutions engaged in the marketing, catering and education for high-quality food. Its main objective is to represent Italy's food and agriculture biodiversity, offering consumers the opportunity of studying the history, culture and tradition of Italy's gastronomic excellence, with the chance to buy and taste it directly, with no intermediary steps.



Eataly's new headquarters in Florence have been inaugurated on 17th December 2013, and are located in a historic palazzo in the very central via Martelli, next door to the Duomo. It's been a complex job, starting from the need to re-design and adapt the spaces for the new utilization subject to the constraints imposed by the age and features of the building, in order to provide the emotional context which Eataly's philosophy required.

Architect Riccardo Roda has realized light, pleasant interiors, creating a context which, while it allows for product presentation (no sales, no survival) it also – in fact mostly – offers a pleasant habitat in which to rest and spend time exploring and understanding. The space adaptation and optimization project – extending over 4 floors for a total of 2,500 sq m [8,200 sq ft] – planned for interior works of ordinary maintenance and conservative restoration: a job involving care and precision, which allowed a historic palazzo rich with frescoes to be adapted to the current seismic, energy, fire-prevention and sanitary-hygienic regulations.

The renovation of the original spaces has privileged the respect for the pre-existing functional features, and the enhancement of the more prestigious rooms. The soul and show-case feature of Architect Roda's intervention is the link between the ground floor and the first floor, created with a covered staircase in structural glass. This ensures a visual link between the various levels, and it projects the interior spaces towards the open-air garden of the floor above. The elevator too, located next to the staircase, is made out of glass.

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